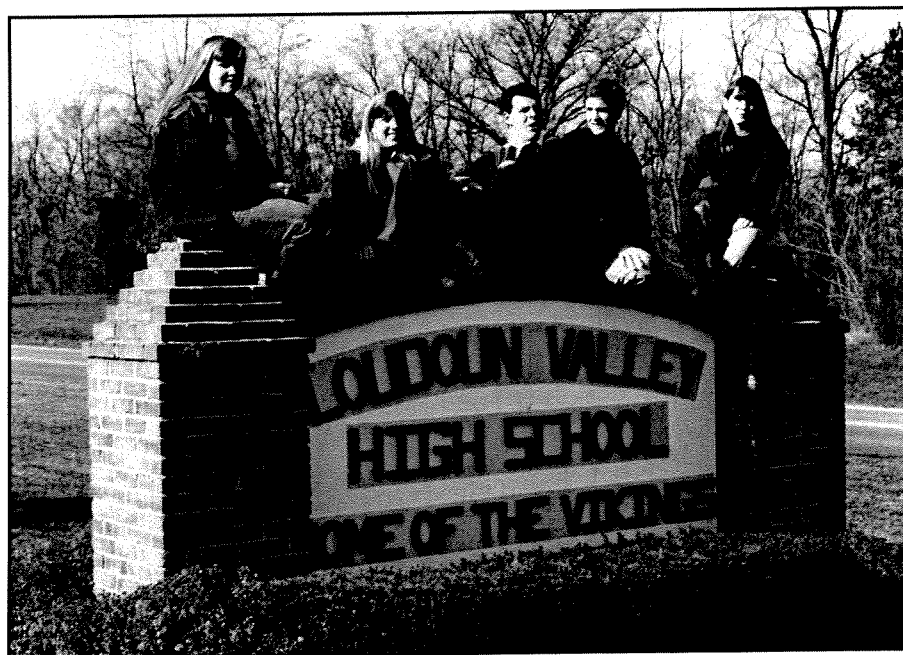

A P P E N D I X

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*Population and Housing
Projections for the
Purcellville Area*



Purcellville UGA Analysis Housing and Population Projections

	3% Growth Rate Assumption							5% Growth Rate Assumption						7 % Growth Rate Assumption					
	1994	1995	2005	2015	2025	2035	2045	1995	2005	2015	2025	2035	2045	1995	2005	2015	2025	2035	2045
Housing Units																			
Single Family Detached	616	632	818	1,068	1,403	1,857	2,463	642	991	1,560	2,483	3,984	6,432	653	1,198	2,267	4,374	8,516	16,663
Single Family Attached	147	154	233	338	479	670	924	158	304	542	928	1,556	2,578	162	390	837	1,715	3,443	6,839
Multi-Family	103	107	154	216	301	414	565	110	197	338	568	943	1,555	112	249	516	1,042	2,078	4,115
Other	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
Total	877	903	1,213	1,629	2,189	2,943	3,954	921	1,500	2,445	3,984	6,489	10,570	938	1,844	3,627	7,136	14,039	27,618
New Units		26	35	47	64	86	115	44	71	116	190	309	503	61	121	237	467	918	1,807
Population by Unit Type (Purcellville Persons per Household)																			
Single Family Detached	1,620	1,662	2,151	2,809	3,690	4,884	6,478	1,688	2,606	4,103	6,530	10,478	16,916	1,717	3,151	5,962	11,504	22,397	43,824
Single Family Attached	350	367	555	804	1,140	1,595	2,199	376	724	1,290	2,209	3,703	6,136	386	928	1,992	4,082	8,194	16,277
Multi-Family	187	195	280	393	548	753	1,028	200	359	615	1,034	1,716	2,830	204	453	939	1,896	3,782	7,489
Other	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
Total Population	2,179	2,246	3,008	4,028	5,400	7,254	9,727	2,286	3,711	6,030	9,795	15,919	25,904	2,329	4,554	8,915	17,504	34,395	67,612
Population by Unit Type (Loudoun County Persons per Household)																			
Single Family Detached	1,860	1,909	2,470	3,225	4,237	5,608	7,438	1,939	2,993	4,711	7,499	12,032	19,425	1,972	3,618	6,846	13,209	25,718	50,322
Single Family Attached	385	403	610	886	1,255	1,755	2,421	414	796	1,420	2,431	4,077	6,754	424	1,022	2,193	4,493	9,021	17,918
Multi-Family	204	212	305	428	596	820	1,119	218	390	669	1,125	1,867	3,079	222	493	1,022	2,063	4,114	8,148
Other	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
Total Population	2,471	2,546	3,407	4,561	6,110	8,205	11,000	2,593	4,201	6,822	11,077	17,998	29,280	2,640	5,155	10,083	19,787	38,875	76,410

Source: Departments of Planning and Economic Development

The table above uses three different rates of growth to project how much growth *could* occur in the Town and the UGA given a set of reasonable assumptions. The table provides an example of how population and households may grow in the UGA over the next 10 to 50 years using average annual growth rates of 3%, 5% and 7%. Over the last ten years, the County's annual average growth rate ranged from 3% to 7% per year. From 1980 to 1990, the Town's annual average growth grew *overall* by approximately 11%.

The table above assumes the following mix of housing types: 60% single family detached, 25% townhouses, and 14% apartments. The table projects population using person per household figures for the County and the Town. The Town averages 2.63 persons per single family detached house, 2.38 persons per townhouse, and 1.82 persons per apartment. The County figures are slightly higher at 3.02 persons per single family detached house, 2.62 persons per townhouse, and 1.98 persons per apartment.

Purcellville Urban Growth Area Management Plan Executive Summary

Mission Statement

The purpose of the Purcellville Urban Growth Area Management Plan is to expand upon the Town's Comprehensive Plan by accommodating future development in the Urban Growth Area that enhances the role of Purcellville as a thriving, self-sustaining, business, social and cultural center for western Loudoun County and that continues the sense of community treasured by its residents.

Introduction

Throughout its growth and development, the Town of Purcellville has served as the cultural and commercial hub of the surrounding farm community. Today, Purcellville is a thriving town of approximately 2000 residents who feel a sense of pride in their community and a commitment to maintaining the small town atmosphere that is treasured by residents. As the largest incorporated community in western Loudoun, the Town and its environs are experiencing intense pressure for non-agriculturally related development. The County General Plan, adopted in 1991, established an Urban Growth Area around the Town of Purcellville to encourage compact development in and around the Town where public utilities and services will be available in the future, rather than in rural areas. To achieve this goal, the Town of Purcellville and the County of Loudoun adopted a joint plan to guide development in the Purcellville Urban Growth Area, the Purcellville Urban Growth Area Management Plan (PUGAMP), on May 16 and May 17, 1995, respectively.

The Purcellville Urban Growth Area (UGA) covers approximately 3,100 acres of land surrounding, but not including, the incorporated Town of Purcellville located in western Loudoun County.

The impetus for a detailed area plan grew out of a joint annexation agreement approved by the County and the Town in May, 1993. The annexation agreement specifically required that the Town and the County appoint a joint citizens' committee to prepare a joint comprehensive plan to address land use, development densities, transportation, proffer guidelines and public utilities and facilities.

The County and the Town were committed to public participation and community involvement during preparation and review of the PUGAMP. Therefore, the joint committee, made up of Town and County residents, began its work on the Plan by holding three public workshops in the Fall of 1993. These workshops were designed to encourage citizens to share their visions of the future for the Urban Growth Area and to ensure that public opinion would help set the fundamental direction of the Plan. Following the community workshops, the 15 member joint committee met weekly from January to May, 1994 to evaluate information from area residents, landowners, technical advisors, and to review issue papers, evaluate policy options and work with Town and County planning staff to write the actual plan document. The PUGAMP Citizens' Committee certified a final draft plan on June 6, 1994.

Formal review of the draft PUGAMP by the Town and County Planning Commissions began in June 1994 and was completed in February 1995. Following a joint Town/County public hearing in March 1995, a six member subcommittee of the County Board of Supervisors and the Town Council held several worksessions to address public hearing comment and resolve outstanding issues. The joint plan was adopted by the Town of Purcellville on May 16, 1995 and by the Loudoun County Board of Supervisors on May 17, 1995.

Summary of Goals and Policies

Throughout development of this Plan, citizens shared their hopes for the future of the Purcellville area. These ideas and visions shaped the fundamental direction of this Plan and led to the mission statement and goals that are the foundation for the policies of this Plan. The following describes how the Plan policies seek to fulfill the goals established by residents and landowners of the Purcellville area.

"The Purcellville area will provide a variety of housing and employment opportunities. New residential development should be balanced with industrial and business development to maintain affordability and fiscal stability."

Citizens at the community workshops expressed the belief that the Purcellville area needs a more balanced and viable tax base and more opportunities for economic development. Some participants expressed fears about Purcellville becoming a bedroom community. Many residents expressed support for encouraging a mix of residential and business uses in and around Purcellville.

The Purcellville plan calls for a mix of residential and non-residential land uses in the UGA to provide an economically and fiscally balanced land use strategy. Uses that generate high fiscal costs, such as residential development, must be balanced by uses that generate a positive revenue stream, such as employment uses. The land use policies are also based on the compatibility of land uses in terms of appearance, scale, traffic generation, and other factors. The land use policies of this plan take these planning considerations into account and seek to address concerns voiced at the community workshops (See Land Use Map).

The residential policies of the Plan provide a range of development densities (from 1 to 10 units to the acre, inclusive of any density bonuses permitted under an Affordable Dwelling Unit Ordinance) designed to provide flexibility and encourage a variety of unit types in the UGA. The majority of the UGA is planned for residential development at up to 3.0 units to the acre (including any density bonus permitted under the Affordable Dwelling Unit Ordinance) to encourage similar development patterns in the Town and the UGA. The policies recommend that densities above 1.6 units to the acre include commitments to open space and/or to assist in offsetting capital facility costs. Densities above 3.0 units to the acre (permitted only in designated areas) must include commitments offsetting capital facility costs as well as commitments to preserve more open space than lower density development.

Although it is not possible for development in the UGA to replicate the Town, new development in the UGA can build on traditional town design principles to create distinct communities that are more pedestrian friendly and community oriented than most typical suburban developments. Therefore, the Plan's residential policies also focus on encouraging new development that is compatible with the existing Town by encouraging traditionally designed communities that include features that are found in the Town today: sidewalks, shallow front yards, a grid street pattern, civic buildings as community focal points, parks, etc. The policies also recommend that new communities occur as logical extensions of the existing Town where possible.

Non-residential development presents a greater design challenge than residential development for the Purcellville area because there are few large scale non-residential (light industrial or office) prototypes in the Town. Most of the traditional employment areas in the old downtown developed when a railroad served the Town of Purcellville. The Plan policies encourage new non-residential development to occur in unified office or industrial parks (like Valley Industrial Park) rather than on individual parcels. The designated non-residential areas are sited to take advantage of Route 287, the service road and the Route 7 Bypass. Since these uses will most likely be automobile oriented and highly visible, the policies include recommendations about how to screen parking and storage from view of major roads and how buildings should be oriented. The economic development policies also focus on attracting a variety of new businesses to the area through a variety of economic incentives designed to attract new businesses.

"The Purcellville area will offer diverse housing options to people of all ages and incomes."

Relatively affordable housing and diversity of housing were mentioned as strengths of the Purcellville area during public workshops. Citizens expressed concerns about maintaining housing affordability for young families and retirees. Over the past several years, the County has worked to develop an affordable housing program designed to meet the needs of these citizens.

The residential policies of the PUGAMP permit a variety of densities to encourage a variety of housing types in the UGA. The Plan also seeks to encourage a commitment to affordable housing by recommending that the Town and County apply the County's Affordable Dwelling Unit Ordinance in the UGA until the Town develops its own ordinance.

“New commercial centers in the UGA will be planned to support existing commercial centers in the Town of Purcellville.”

New jobs and housing in the Purcellville UGA will generate additional support and clientele for existing retail establishments in the Town. However, since retail development is often a component of a residential development, there may be pressure for retail development in the UGA. The viability of the Purcellville's downtown is a significant concern to local businessmen and Town residents. The potential for strip commercial development along Route 287 and the Route 7 Bypass has also been a concern to area residents.

Commercial centers are often viewed as important and lucrative components of modern residential communities. This is especially true in undeveloped areas where self-contained communities frequently exceed 500 acres in size. The commercial centers become community focal points. The Purcellville UGA is somewhat different however, because the existing Town already serves as a focal point providing a variety of civic and commercial services.

It is the desire of the Town and the County that the Town continue to function as the focal point for new development in the UGA. Therefore, the commercial policies for the UGA reinforce the use of existing commercial centers by severely limiting commercial development in the UGA. The policies also recommend the use of a variety of incentives to attract new business to the area and to bolster the Town as a center for tourist facilities.

“Purcellville will maintain a distinct identity and a sense of heritage. Important scenic, environmental and historic resources will be protected. Clustered and compact development will be encouraged.”

Natural resources, open space, scenery and historic structures were listed as positive attributes of the planning area by citizens who participated in the Purcellville public workshops. However, several workshop participants expressed concerns about retaining historic structures and scenery as development occurs in the UGA. The existing policies in the County's General Plan outline the County's overall strategy for natural resource management; the PUGAMP seeks to enhance these policies by applying ordinances that protect key resources in UGA. Policies in the Plan also encourage landowners in the area to voluntarily participate in efforts to maintain and preserve historic structures in the UGA.

A set of specific open space policies are directed at preserving existing open space features such as undeveloped stream valleys along Catoctin Creek and Goose Creek, as integral features of new communities. The policies emphasize clustered development to preserve environmentally sensitive areas and to help maintain a distinct sense of visual separation between Purcellville and its neighboring communities of Round Hill and Hamilton, and to maintain Purcellville's unique community identity. The Plan also includes a set of specific greenbelt policies in key areas at the edge of the UGA near Lincoln and Hamilton. The Plan offers a variety of open space preservation options to maintain design flexibility and ensure that open space will be a permanent and integral feature of the planning area.

“Growth will be planned and orderly to ensure that essential services and utilities are not overburdened. Public facility, utility and service improvements such as the addition of new schools, parks, police personnel, and roads will be timed to keep pace with growth.”

Unlike most new suburban communities in Loudoun County, the County and Town have already made substantial public facility investments in Purcellville. However, additional development will increase demands on existing facilities and will likely create the need for additional facilities. In the Purcellville UGA, land use policies seeking an appropriate mix of residential and non-residential development are the first step toward addressing capital facility needs. Equally important are policies that address how capital facilities will be financed and how service responsibilities will be shared by the Town and the County.

Since there are many facilities already in place in Purcellville, capital facility needs in the UGA will be less extensive than in other areas of the County where little investment has occurred. The Plan's policies recommend that the Town continue as the location of new and improved facilities to the greatest extent possible. However, certain new facilities, such as elementary schools, may be more appropriate in the UGA to serve a local, neighborhood, population. The PUGAMP anticipates that the development community will assist in offsetting the public facilities costs associated with new development and the Plan includes a specific set of proffer guidelines that will be used in the evaluation of all rezoning applications. The policies also recommend that the Town and County share capital facilities contributions garnered as part of rezonings in proportion to the services provided by each jurisdiction. Funding for needed sewer and water facility improvements is expected to be primarily the responsibility of the development community.

The sewer and water policies of the Plan support the Town in its efforts to complete a sewer and water master plan for the long terms needs of the Town and the UGA. The policies recognize the potential for a regional sewer and water solution to accommodate the needs of the UGA and the Town. The Plan also recognizes the capacity limitations of the current facilities and includes an Interim Land Use Map to guide development in the UGA until the sewer and water master plan is complete. The Plan also recommends that phasing policies be developed to encourage orderly development in the UGA once the sewer and water master plan is complete.

The transportation policies for the Urban Growth Area focus on adequately moving regional traffic through the UGA and handling the increasing levels of local traffic on the street network as the area develops. The Plan proposes a system of arterial and major collector streets to minimize traffic congestion and to provide for safe and convenient access throughout the Urban Growth Area. The relationship of new streets to the existing traditional network of streets is also addressed from a community design standpoint. The policies address the type, design, funding and timing of area road improvements, and other transportation infrastructure improvements.

“New development will be designed to complement the character of the existing town. Roads, sidewalks, and trails will link new communities in the UGA to public facilities and commercial centers in the Town to foster a sense of community and belonging. Design guidelines will promote development which is compatible in character, density and scale with existing neighborhoods”

Sometimes concerns about growth and development are exacerbated by concerns about what new development will look like. The Town of Purcellville offers an excellent example of traditional community development in Loudoun County. The Town offers a mix of uses, an obvious and identifiable main street, a walkable downtown and a distinct sense of identity and enclosure. The most common statement made at the Purcellville public workshops was that citizens wanted to maintain the existing small town atmosphere that is treasured by residents of the area today. As previously noted, the Plan's policies seek to maintain the existing Town as the focus of activity in the Purcellville area. Policies limiting retail development in the UGA and recommending continued improvement of existing public facilities located in the Town reinforce this notion. Design guidelines that seek to create small scale, pedestrian oriented communities that are connected to the Town are included in the Plan to ensure that new development is compatible with the character of the existing Town. The existing Town is intended to be the model for new traditional development in the UGA.

Implementation

For the PUGAMP to remain responsive to the needs of the community, it must be evaluated periodically to ensure that it meets the needs of the community. To accomplish this goal, the Town/County joint annexation agreement establishes a four member committee of elected and appointed County and Town representatives to monitor the PUGAMP and provide a forum for general discussion of UGA or annexation issues.

The Purcellville Urban Growth Area Management Plan sets the basic framework for development in the UGA. Actual implementation of the Plan will be carried out over a number of years as individual landowners seek to develop their property. The Town and the County will review these development proposals to determine how well the proposals fulfill the mission, goals, and policies of this Plan. For the Plan to be effective it must be used in the day to day decision-making process of both Town and County officials.

Purcellville Urban Growth Area Management Plan

Ultimate Plan Map

